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LENGTH
(Vitaphone)
6488 Feet
RUNNING TIME
71 Minutes

321 WEST 44th STREET

NEW YORK CITY, U. S. A.

FIFTY MILLION FRENCHMEN

SYNOPSIS

(Not For Publication)

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Jack Forbes, a wealthy young American is arriving in Paris with Marcelle, whom he has met on the voyage when he sees Looloo, a pretty countrywoman of his own, hailing someone on the boat.

At the Ritz, during cocktail hour, Jack meets his American friend, Cummings and Baxter, who taken by the infuriated Marcelle who cracks a bottle over his head before she is mollified by ten thousand francs. Here enter two fake detectives, Simon and Peter.

It develops that Cummings already loves Looloo, and, in friendly rivalry, he wagers Jack that he cannot live in Paris and get himself engaged to Looloo in two weeks, if he goes about it dead broke. Jack accepts the challenge and Baxter holds the stakes, fifty thousand dollars.

Jack starts without a penny. Cummings and Baxter hire Simon and Peter to trail him. Jack takes a job with the American Express Company as a guide, and the fake sleuths get jobs at the same place as baggage-smashers. In his new work Jack again meets Looloo, but their delightful tet-a-tete is interrupted by Violet, a through-going tourist, whom he has promised to take sight-seeing. Looloo misinterprets Violet's presence.

Looloo writes Jack later asking him to help her out of the coming Ritz party at which her ambitious mama means to announce her engagement to Cummings.

Jack hires a dress suit to go to the party, meets Simon and Peter, who are pursued by two French girls, and by offering to help them, he gets their aid, in breaking up the Cummings party. By doing "magic" tricks at the party Jack promotes a few thousand francs and uses it to entertain Looloo. He takes her to the horse races where Cummings sees them and for vengeance phones Jack a wrong tip on a horse. Jack, Looloo, Simon and Peter put all their money on the horse which, accidentally wins.

Jack, before the winning, however, has thrown away his wager tickets. Violet informs him that the horse won and he is cashing her checks for her, when Looloo sees, misunderstands and again leaves in a huff. Cummings tries to get Simon and Peter to kidnap Jack. They refuse and he hires thugs to pursue him. There is a hair-raising chase but Jack escapes.

Two minutes only, are left before the end of the two weeks.

Jack and Looloo are married on the dot—and the groom presents

ROUTINE STORY

(This story contains all the important facts about the picture. Release it several days before the engagement begins.)

"Fifty Million Frenchmen," Warner Bros. natural color screen version of the whirlwind comedy which lately took Broadway by storm, comes to Theatre next.

Paree—they are a glorious melange of dancing sweeties, wise-cracking kidders, skidding taxis, sleight-of-hand performers, pussyfooting detectives, gorgeously gowned girls and speeding race horses—a perfect setting for the astonishing love story of a young American millionaire who wagers fifty thousand dollars that, without a cent in his pocket, he can in two weeks woo and marry the stunning girl he has seen, but never met.

The girl in question is played by Claudia Dell. William Gaxton is the adventurous lover. John Halliday and Lester Crawford are the two friends of the hero (one of them his rival) who challenge him. Olsen and Johnson, the craziest team in talkies, are cast as fake detectives, who impersonate many other odd

people before the play runs its riotous course. Helen Broderick plays a strong-minded tourist. Carmelita Geraghty does a flighty French girl and Charles Judels again excels as a comical boulevardier. Nat Carr and Vera Gordon do a delightful bit as Jewish tourists in Paris.

"Fifty Million Frenchmen" is based on the Herbert Fields play. The up-to-the-minute adaptation was done by Joseph Jackson, Al Boasberg and Eddie Welch. "Fifty Million Frenchmen" is filmed entirely in Technicolor. Lloyd Bacon directed.

Though "Fifty Million Frenchmen" was a musical play, there are no choruses in the picture—which is, when all is said, just the last word in peppy love stories with a comedy angle. It is interesting to note that William Gaxton was for a time on the screen as the typical villain; that he returned to the Broadway stage as the hero in "Fifty Million Frenchmen" and that he is now seen in the screen version as an ingratiating happy-go-lucky youth. Helen Broderick was also in the Broadway production.

Stepping Fast!



Cut No. 22 Cut 15c Mat 5c

Claudia Dell, one of the new Warner Bros. players who is speeding towards stardom in record strides. She is now appearing in "Fifty Million Frenchmen" at the

WHO'S WHO

OLSEN and JOHNSON—Comedy team known as the nuttiest nuts of outland—famous on musical comedy and vaudeville stage, in their original farce, "Monkey Business" and on the screen in Warner Bros. "Oh, Sailor Behave."

WILLIAM GAXTON—Famous

others and in his original characterization in the New York stage production of "Fifty Million Frenchmen," on which the picture is based.

JOHN HALLIDAY — Broadway stage success in "The Spider," "Jealousy," "The Whip" and "The Humberg"; seen on screen in First National's "Scarlet Pages" and Warner Bros. "Recaptured Love" and "Captain Applejack."

HELEN BRODERICK — Comedienne who convulsed Broadway in such stage plays as "Oh, Please," "As You Were" and "Mama Love Papa," and in the stage version of "Fifty Million Frenchmen." She plays the same role in the screen version.

CLAUDIA DELL—Former Follies beauty seen in Warner Bros. "Sweet Kitty Bellairs," "Big Boy" and "Sit Tight." Miss Dell appeared in London as the lead in "Marry Mary." Her part in "Fifty Million Frenchmen" is rarely suited to her striking personality.

LESTER CRAWFORD — Favorite Broadway playboy seen on the stage there, in such successes as "As You Were" and "Vogues and Vanities." He plays the same role in the screen version as in the stage presentation of "Fifty Million Frenchmen."

NAT CARR—Character actor in Jewish roles seen in "Cohens and Kellys," "Jazz Singer," "Kosher Kitty Kelly" and "The Talk of Hollywood."

VERA GORDON — Character actress in Jewish roles, famous as heroine of "Humoresque," "Kosher Kitty Kelly," "Cohens and Kellys," and "Four Walls."

CHARLES JUDELS — Unique comedian seen with Olsen and Johnson in Warner Bros. "Oh Sailor Behave" and in "The Life of the Party" and "Captain Thunder."

LLOYD BACON—Brilliantly successful director, among his pictures being John Barrymore's "Moby Dick," "The Office Wife" and "Sit Tight."

Ole Olsen and Chic Johnson in "Fifty Million Frenchmen."



Cut No. 24 Cut 15c Mat 5c

the fifty thousand reward to Simon and Peter, who decide to stay in Paris. Since, in the words of Simon, "Fifty Million Frenchmen can't be wrong!"

THE CAST

SIMON AND PETER, American comedy detectives.....
OLSEN AND JOHNSON
JACK FORBES, Rich American youth in Paris.....
***WILLIAM GAXTON**
MICHAEL CUMMINGS, Friendly rival of Jack.....
JOHN HALLIDAY
VIOLET, Strong-minded tourist from U. S. A.....
***HELEN BRODERICK**
LOOLOO CARROLL, American Beauty loved by Jack.....
CLAUDIA DELL
BILLY BAXTER, Young pal of Cummings.....
***LESTER CRAWFORD**
PERNASSE, Comedy character.....
CHARLES JUDELS
MARCELLE DUBREY, Vivacious French Girl.....
CARMELITA GERAGHTY
JEWISH TOURIST.....
NAT CARR
HIS WIFE.....
VERA GORDON
THEIR SON.....
NORMAN PHILLIPS, Jr.

*Played same parts in stage production

SUMMARY

An all-natural color hurricane of hilarity, with young lovers, wise-cracking kidders, skidding taxis, sleight-of-hand performers, pussyfooting detectives, racing horses, all in the glittering haunts of gay Paree—personally conducting the delighted public over the rocky road traveled by a young American millionaire in his pursuit of "the one girl in the world."

WOW! HERE'S RE

ANAGRAMS

What They Are:—
 "Anagrams" is a highly amusing game, a great interest-getter, with a strong appeal to the masses.
 Participants are given a word and a letter of the alphabet which, mixed together will form an entirely new word. As an incentive the definition of the new word is given.

How To Use Them:—
 Place them with your local newspaper. They make an excellent contest and a great circulation builder. The answers will be mailed to your box-office.

What They'll Do For You:—
 Get you unlimited publicity. Put you in solid with your paper. Give you an extensive mailing list. Used as a program feature you will get a powerful reader interest as well as a larger list. By offering one ticket only to a winner, making it valid only on your specified date (your weakest day), the winner will undoubtedly have a friend accompany him; thus by offering say, fifty passes, you boost your weakest performances.

- ANAGRAMS**
A Warner Bros. Service
- Mix "t" with "super" and get the best grade.
 - Mix "m" with "reader" and get a visionary.
 - Mix "y" with "rivet" and get truth.
 - Mix "o" with "graces" and get ship-loads.
 - Mix "e" with "tennis" and get event.

Art Dealers

Select the leading art dealer in your city who carries a high grade of Parisian art subjects, such as typically French bric-a-brac with its nude figures, poses of French artist's models in water-color, oil or engraving, photo enlargements of Paris scenes and other French works of art. Induce this dealer to make an especially attractive exclusive PARIS window and supplement the display with stills from "Fifty Million Frenchmen" (even enlargements of the same is well worth the expenditure), tieup card in keeping with the French trim atmosphere and possibly an extremely neatly executed cutout from the three-sheet poster on the picture.

For Bank Window

Obtain privilege to put in bank windows the following cards. You will have noticed that bank windows are being more and more used as displays to attract the attention of the public. This fact will make it easier for you to get the following in a window.

BEGIN NOW TO SAVE
 for that
TRIP TO PARIS
 IN THE MEAN TIME
 Meet
"FIFTY MILLION FRENCHMEN"
 at the
 Theatre

High Hat Ballyhoo

An unusual and intriguing ballyhoo stunt for "Fifty Million Frenchmen" would be a man wearing such a huge black silk hat that only his body from the waist down is visible. Make the hat on a frame, having it four feet high and of proportionate circumference. Have peep-holes in front so that the man who wears it can see where he is going. Let him wear tight checkered trousers, spats and patent leather boots. He holds the hat in place with his hands, or it can be braced from his shoulders. On the black hat have the words "FIFTY MILLION FRENCHMEN" and the name of the theatre and date. If the hat is balanced from the shoulders, a natty cane may also be carried—and the other hand may offer throw-aways to passersby.

Store Tieups

I. PERFUMES are among the luxuries for which Paris is especially noted. Tie up with some drug store or beauty shop, handling French perfumes, possibly they will donate tiny bottles of perfume for use at a performance of "Fifty Million Frenchmen" for mention on your screen.

II. CANDIES—There are certain kinds of French Candy which can be effectively used as a tie-up with the picture. Arrange for special sales at local confectioner, with mention on screen. It would be a good stunt to have made up bonbons called "Parisian Sweets." Have single bonbon wrapped with tissue which bears the words "Fifty Million Frenchmen' Can't Be Wrong About These Parisian Sweets" and the name of the shop offering them. Hand out at your theatre.

III. FRENCH FRAPPE — Get prominent confectioner to make up a "French Frappe"—which should be advertised all over town by cards with the words:

On La La—
FRENCH FRAPPE
 A Novel Ice Cream Concoction with a dash of spice!
TREAT HER BEFORE AND AFTER SEEING "FIFTY MILLION FRENCHMEN"
 at the
 Theatre

LOBBY FRAMES THAT SELL SEATS!



Use the ad from which this frame was adapted. Use stills "Frenchmen, 168" and "Claudia Dell, 42." Enlarge the corresponding ad illustration. *Frenchmen* in tan coats, red hats on deep blue ground. All faces flesh tint. Girl's hat yellow and costume in emerald and lavender; lower panel in yellow with still panel and copy deep blue. Dog in black, stripes in white, lavender, blue, yellow and orange. Title white on vermillion. *Claudia Dell* in dark blue; hats and title in black; buildings, clouds and trousers in white with roofs in brown ground with border in light blue, yellow, red and white.

Newspaper Contest

Everybody has an inborn desire to some day visit Paris with its manifold tourist shrines, magnificent historical landmarks, boulevards, gay night life, novel amusements and apparent disregard for conventions. And there is always some outstanding lure which Paris holds to each mental voyager. Play this angle up in a newspaper contest. Offer prizes of free tickets to Paris for the ten best daily letters from readers, setting forth—"WHAT I WOULD LIKE TO SEE MOST IN PARIS." Publish the winning letters or at least the two or three best each day together with names and addresses of those who have been awarded the free tickets. In your announcement story play up the angle that "Fifty Million Frenchmen" want Americans to know Paris as it really is and has suggested this contest to arouse an interest in France. Carry pictures of Miss Dell and scene cuts in your stories and if it is possible illustrations of the points of interest in Paris which prompted winning replies.

Perfumes and Toilet Articles

The tieup with dealers and beauty salons who handle imported French perfumes, beauty lotions and toilet articles is obvious. Arrange for exclusive window displays of this type of merchandise with a generous supplemented trim of photos of Claudia Dell and scene stills from "Fifty Million Frenchmen." Complete the display with possibly a neatly executed cutout and by all means a tieup show-card, suggested copy for which is given here.

The Same Fascination And Charm Invites The Discriminating User Of These Exclusive PARIS Importations As Awaits You At The Strand Theatre Where CLAUDIA DELL Charms and Fascinates in "FIFTY MILLION FRENCHMEN" The Photoplay Deluxe

Shoe Shop Tieup

The same sort of cooperation suggested in connection with gown importing shops and department stores can be secured with your leading shoe dealers. Importations of novelty footwear or copies of latest Paris models lend themselves admirably for exclusive window tieup of this merchandise. Dealers can feature some particular model as Claudia Dell's favorite and most recent importation. A choice selection of the most attractive models can be displayed in a show case in your lobby in exchange for an exclusive window at dealers establishment and special announcement of this exhibit in dealer's newspapers and mailed advertising.

Teaser Billing

Copy is furnished below for a corking teaser ad that is ideal for snipe one-sheets or halves;—window or tack cards or even throwaways. It is bound to create no end of talk and should be in effect before you make your regular announcement of coming of the photoplay and of course you are not to make mention of its connection with theatre.

THOUSANDS of Evansville Citizens Are Going To Paris To See "FIFTY MILLION FRENCHMEN" Monday, March 7th • Won't You Join The Party?

Newspaper Contest

A live-wire subject for a newspaper contest would be "WHAT IS IT THAT 'FIFTY MILLION FRENCHMEN' CAN'T BE WRONG ABOUT?" Offer prizes for the best two-hundred-word essays on the subject, to be presented at your box office, on or before a specified date.

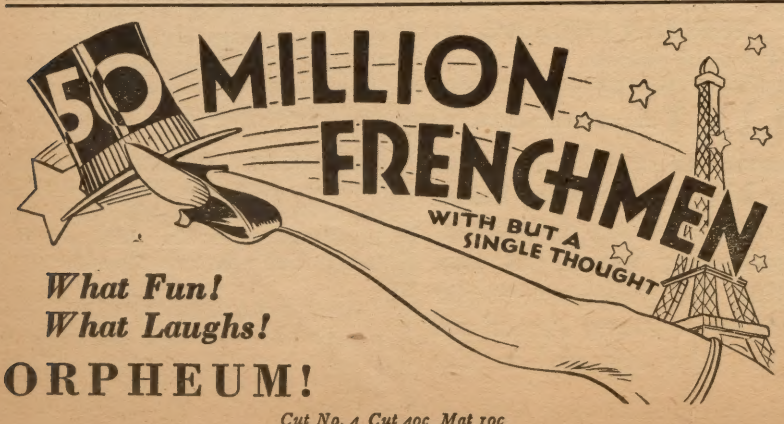
In opening the contest mention the fact that there is no question that French chefs know how to prepare culinary delicacies as no others do. That the French are experts in the graceful way of doing things upon all occasions. That French is used as the Court language of all countries not without a good reason. That the delicate bouquet of French wines is appreciated by no other people so exquisitely. That the French are connoisseurs of feminine beauty—of art and music and the drama. Then ask for the best two-hundred word expression of things on which "FIFTY MILLION FRENCHMEN CAN'T BE WRONG."

Suitcase Ballyhoo

Often-tried and always successful is the ballyhoo stunt mentioned below. Dress a man as the comedy Frenchmen—long-tailed coat, checked trousers, spats, patent leathers, tall silk hat, upward-pointed waxed moustache, bright tie and flashy pin—and provide him with a large black suitcase on which are the words "See 'Fifty Million Frenchmen' at the Theatre." At corners let his suitcase fall open, and a conglomeration of bright-colored shirts, underwear; etc. fall out. All are attached to the suitcase so he has no trouble in stuffing them in and going on to the next corner.

Your Pass To Paris

Prepare small envelopes on which in red are the words "YOUR PASS-PORT TO PARIS." Let pretty girls hand them out on the streets. Inside is the gaily-colored herald for "Fifty Million Frenchmen."



What Fun! What Laughs! ORPHEUM!



AL EXPLOITATION!

ANAGRAM TITLE TEASERS

Here is another of the fascinating rhymed anagrams to serve as a herald of the coming picture, before the title has been announced. It may be used in several ways. Best of all, place it in your daily paper, the week before the title is announced, advising that the coupon is to be filled and torn out and mailed to your box office on or before a certain date. Offer tickets for the first twenty-five who figure out the correct name.

This will increase mailing list, spur reader interest and get everybody wondering what the new picture is. The anagrams may be used in your program with coupon and the same offer, or made up in a throwaway, one side having the coupon and the opposite side, data about the play, giving everything but the title.

A WARNER BROS. SERVICE

What is the Title of the Next Strand Picture

25

Free Tickets To See
??? — ???
To The First 25 Discoverers

Write the correct letters to make up the title in the blank spaces at the left. Sign name and address. Mail to the cashier of the Strand Theatre between 10 o'clock and 1 o'clock today, and get free tickets to the great picture of romance and high jinks in gay Patee.

My 1 is in fight (F)
But not in slug;
My 2 is in stein (I)
But not in mug;
My 3 is in five (F)
But not in ten;
My 4 is in youths (T)
But not in men;
My 5 is in yours (Y)
But not in mine.

My 6 is in elm (M)
But not in pine;
My 7 is in ill (I)
But not in had.

My 8 is in gait (L)
But not in sad;
My 9 is in laugh (L)
But not in sob;
By 10 is in rifle (I)
But not in rob;
My 11 is in on (O)
But not in at;
My 12 is in kitten (N)
But not in cat;

My 13 is in fun (F)
But not in trick;
My 14 is in drink (R)
But not in lick;
My 15 is in end (E)
But not in start;
My 16 is in vein (N)
But not in heart;
My 17 is in chin (C)
But not in lip;
My 18 is in hold (H)
But not in grip;
My 19 is in meat (M)
But not in drink;
My 20 is in ponder (E)
But not in think;
My 21 is in night (N)
But not in day—

My ALL is a gay film,
Soon coming this way!

What is the title of the Warner Bros. Comedy Romance which comes to the Theatre soon? Sharpen your wits and your pencils and get going on the solution. Be one of the Lucky Twenty-Five.

Lingerie Shops

Here is another 'natural' to tie in your "Fifty Million Frenchmen" engagement. The various items of flimsy silk, satin and other popular fabrics to be found in no end of variety in the smarter of the Lingerie Shops are obviously significant of Paris and several of the star stills from the photoplay, available at your Warner Bros. exchange show Claudia Dell attired in negligee. These and other attractive stills should be mounted and carry out the general color scheme of the window trim together with suitable tieup card and a very unusual cut-out of Claudia Dell from the stock three sheet poster.

Lobby Dressing

Pick from the stills at your exchange those which show the scintillating life and gayety of the picture. Have them enlarged and colored and placed in frames around your lobby. Use French and American flags crossed at various places. Place lines like the following, in glittering letters, about the walls: "Fifty Million Frenchmen Can't Be Wrong!" "Fifty Million Frenchmen Say So, So Will You!" "Fifty Million Frenchmen Ought to Know!" "What Makes Fifty Million Frenchmen Get That Way?" "What Can't Fifty Million Frenchmen Go Wrong On?" and others in the same vein.

Your Exit Banner for Pre-Week Display



Here's a snappy suggestion for an exit banner that will catch every eye that passes through your door. Draw the entire background in yellow with the title light blue and the cast black. Figures in red with black hats; border in green and date white on green with a black shadow; girl's hair red with pink highlights.

CATCHLINES

- What Makes Fifty Million Frenchmen Get That Way?
- Hurricane of Hilarity, Whirlwind of Femininity!
- Uproarious Love Chase in Gay Patee!
- Gorgeous Color! Girly! Giddy! Garish! Glittering! Goofy!
- Fifty Million Frenchmen With But A Single Thought!
- Frenchy! Funny! Frills, Folderols and Femininity!
- Olsen and Johnson, Nuttiest Nuts of Nutland!
- Better Than the Broadway Show That Ran a Year at \$6.60.
- Fifty Million Frenchmen Can't Be Wrong!

QUESTIONNAIRE

Fifty Million Frenchmen Can't Be Wrong—Can You Be Right About the 25 Famous Names Below

Interest the high schools in this "Fifty Million Frenchmen" questionnaire, several weeks before the coming of the play to your theatre. Offer prizes to the first twenty-five to send correctly answered and neatly written papers to your theatre.

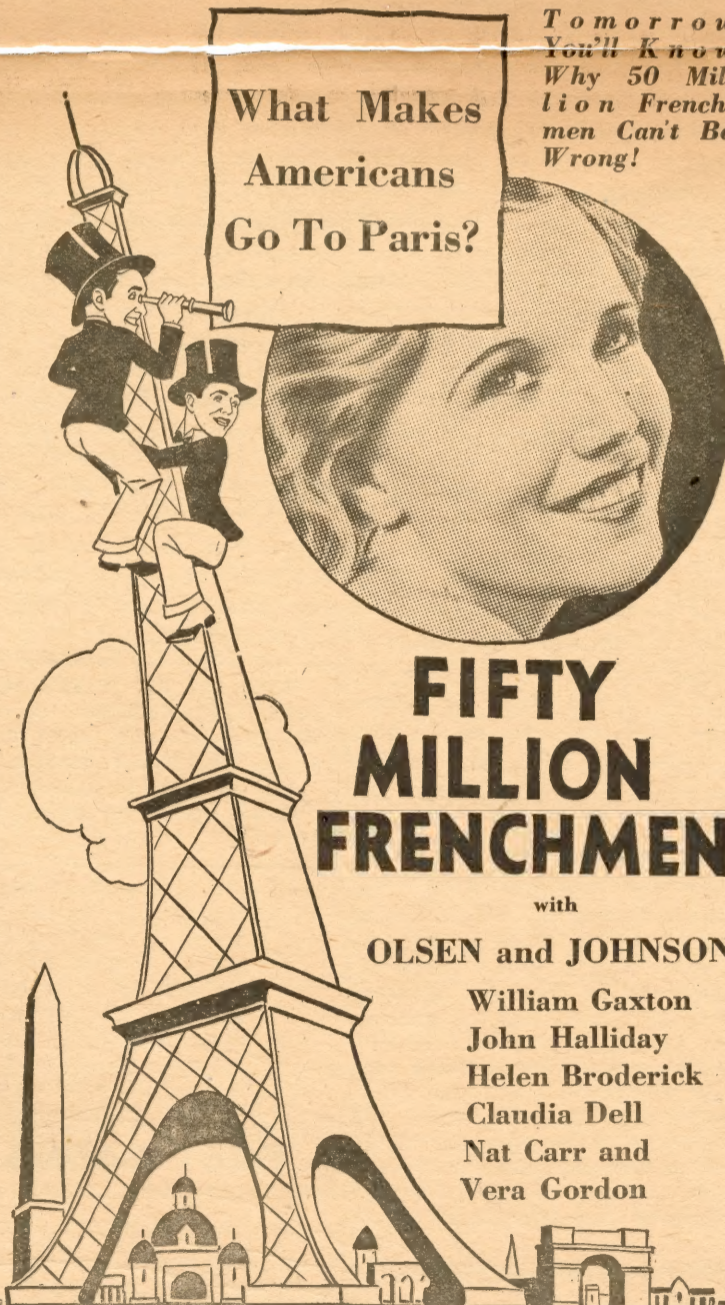
Questions:

1. Who is the author of "Les Miserables"?
2. Who is known as the Hero of the Marne?
3. What Emperor of France is buried in Des Invalides, Paris?
4. For what is Alphonse Daudet noted?
5. What did La Fontaine write?
6. What is the most famous Cathedral of Paris?
7. What novel of Dickens was laid in London and Paris?
8. What Frenchman commanded the Armies during the World War?
9. On what river is Paris situated?
10. Who wrote "The Mysteries of Paris"?
11. For what is Moliere noted?
12. Who was Sarah Bernhardt?
13. What French composer wrote the opera "Carmen"?
14. At what spot in Paris is the Unknown Soldier buried?
15. What Frenchman wrote "Twenty Thousand Leagues Under the Sea"?
16. Who wrote "Le Pere Goriot"?
17. What statesman was known as "The Tiger of France"?
18. For what is July 14th celebrated in France?
19. What is French National hymn?
20. What is the national flower of France?
21. What picture is now at the Theatre?
22. Who produced the picture?
23. What two players are romantic leads?
24. What famous comedy team is featured?
25. Where is "Fifty Million Frenchmen" now playing?

Answers:

1. Victor Hugo. 2. Papa Joffre. 3. Napoleon. 4. Novelist. 5. Fables. 6. Notre Dame. 7. Tale of Two Cities. 8. Foch. 9. Seine. 10. Eugene Sue. 11. Dramatist. 12. Actress. 13. Bizet. 14. Under the Arch of Triumph. 15. Jules Verne. 16. Balzac. 17. Clemenceau. 18. The Bastille prison was destroyed July 14, 1789. 19. The Marseillaise. 20. Fleur-de-lys. 21. Fifty Million Frenchmen. 22. Warner Bros. 23. William Gaxton and Claudia Dell. 24. Olsen and Johnson. 25. At the Theatre.

WARNER BROS. FRESNO THEATRE
THE HOME OF THE VITAPHONE



A Hundred Thousand Americans Can't Be Wrong, Either, When They Say "Fifty Million Frenchmen" Is The Year's Outstanding Comedy Hit!

A WARNER BROS. VITAPHONE ALL-TECHNICOLOR PICTURE

Cut No. 11 Cut 40c Mat 10c

What a Trailer!

All in gorgeous color—girly—giddy—garish—glittering—gay!

What a Trailer!

Clowning—kidding—dancing—wisecracking—uproarious—modern!

What a Trailer!

Ticket-selling—Tantalizing—Tempting—Oo, la, la, What a Trailer!

MORE GOOD IDEAS!

Paris Gown Contest

Here is a most unusual contest guaranteed to bring big results both for your newspaper and your box-office. The same presents some corking exploitation angles that will sell "Fifty Million Frenchmen" to your public one hundred percent. Below is given your announcement story which is self explanatory. The amount of cash prizes to be offered is of course to be determined according to your particular situation.

DESIGN PARIS GOWNS STRAND THEATRE OFFERS CASH PRIZES FOR BEST DESIGNERS

Contracts which hold charming Claudia Dell in America precludes her annual trip abroad this year to replenish her supply of Paris gowns. Furthermore Miss Dell, star of "Fifty Million Frenchmen," the magnificent photoplay in song and color coming to the Strand next week, is of the opinion that right here in (local city) she can secure enough clever and original gown designs which will truly typify the Paris idea of novel, daring and eye-filling attire for her professional and private use.

Backing up this contention and with an anxiety to prepare her wardrobe at the earliest possible date, Claudia Dell is sponsoring a Paris Gown Design Contest, open to all readers of the Times.

The first prize will be \$..... in Gold. The 2nd prize \$..... 3rd Prize \$..... and 4th cash prize \$..... Twenty additional prizes of Two Free Tickets each to witness "Fifty Million Frenchmen" at the Strand will be awarded the next best Paris Gown Designs submitted.

Conditions of the contest are as follows.

1—All ideas must be mailed to Paris Gown Contest Editor of the Times before (closing date of contest).

2—Designs should be submitted in pen and ink or colors. Pencil drawings will not be accepted.

3—The sketches must be accompanied by a description of the colors and materials used.

4—Judges in the contest will be the Contest Editor, Manager..... of The Strand and (NOTE. Name some well known local modiste).

So come on, all of you who feel that they have some clever gown idea, (it can be designed for stage, street or evening wear) and send in your sketches as soon as possible. As space permits we will publish some of those we deem worthy until all entries are in.

We will also place these designs as received upon exhibition in the lobby of the Strand Theatre.

Play Up Natural Color

The ultimate in realistic coloring dominates Paris so get behind this angle through every medium at your command. In all ad copy, on your marquee, on your screen and in your lobby, play up Technicolor. Tell your public that the most gorgeously costumed photoplay of the age is glorified in all its dazzling, glittering hues through the introduction of the last word in life-like color. The splendor of the deepest shades, the most delicate tints and the metallic lustre of silver and gold is revealed with true realism in "Fifty Million Frenchmen"

JEFFERSON



From Herbert Fields' Stage Success That Ran For Two Solid Seasons at \$6.60 a seat.

Learn Why Fifty Million Frenchmen Get That Way!

Cut No. 9 Cut 40c Mat 10c

Crammed Full Of The Kind Of Excitement Americans Spend Millions To See!

Fashion Show

If ever a picture lent itself unqualifiedly to a real fashion show hookup, "Fifty Million Frenchmen" is that picture. The title alone would justify such an exploitation feature. This opportunity should not be overlooked. Your leading department store should prove your best cooperating unit, as they usually are the ace advertisers both in newspapers and mailing lists and could get behind the proposition 100 percent. You also can tie up with a number of competitive gown shops, allowing each an equal number of gown exhibits and models. Under this plan, the fashion show must be held on your stage or at least in a spacious foyer, using of course your lobby for a bally exhibit of gowns. With the department store, the same can be held in their salon, which takes care of situations where exhibitors have not sufficient stage room. In either event you get the benefit of wonderful window trims hooking up "Fifty Million Frenchmen" with the style show, featuring Paris creations or copies. Certain gowns should be designated as duplicates of those worn by Claudia Dell. If you use the competitive shop idea, be sure to put across a double truck with your newspapers. Use the spread lead—Paris Leads In Style and Photoplay Entertainment. "Fifty Million Frenchmen Can't Be Wrong." You can also use or substitute "Bringing Paris To (Local City.)"

Marquee Decorations

To give your "Fifty Million Frenchmen" engagement the proper atmospheric setting, by all means decorate the marquee in the French colors, with French and American flags draped beneath the marquee, over the entrance and a replica of the seal of the French Republic centered between same.

Luggage Shops

Here is another natural when it comes to local dealer cooperation. When you think of "Fifty Million Frenchmen" you think of travel and a voyage across the sea. This is the angle to present to your leading luggage shops. An exclusive window trip suggestive of a trip to Paris should result. Steamer trunks, steamer rugs, hand baggage, hat boxes and wardrobe trunks is the logical merchandise to display. Secure or fake steamship labels "PARIS First Cabin" and attach to each unit. Copy for tieup card is given here. Supplement the trim with plenty of material from photoplay, including poster cutouts, stills and window streamers.

When You See "FIFTY MILLION FRENCHMEN" at the STRAND this week you'll want to see PARIS this summer.

The last word in luggage and vacation equipment greets you here.

NOTE—This same sort of cooperation can be secured with merchants who make up steamer baskets, dealers in all sorts of novelties and equipment for travel as well as stores handling clothing especially adapted and sold to vacationists and voyagers.

POST CARDS TURN THE TRICK

The personal interest shown by postcards is rewarded by increased attendance. Send out a raft of them to herald the coming of "Fifty Million Frenchmen."

Dear Friend:

May we announce..... next as the opening date for Warner Bros. "Fifty Million Frenchmen," a comedy so gay, a romance so captivating—in rainbow colors that capture all the glory that is Paris—that we really want all our friends to enjoy it. We trust to see you during the engagement.

Very sincerely yours,

Theatre Parties For French Organizations

Secure the membership lists of all French societies, orders and lodges in your locality. Get out a special announcement for mailing with French colors or flag printed upon same stating that such and such a night will be known as (name of society) night and that special entertainment in addition to "Fifty Million Frenchmen" will be provided. For this feature you can engage vocalists to put over French numbers, have your orchestra or organist arrange a special program of popular and classic French numbers, also some short subject that will prove of especial interest to your French populace. Decorate lobby, boxes and balcony rails in French colors for this occasion. In many instances you can secure the wholehearted support of the secretary of one of these French societies or some other influential officer in same, who will bring the matter up at their meeting or send out his own announcements regarding this special night. You can also arrange to sell a block of seats at a discount and allow the cooperating society to sell them to individual members or outsiders with a special ticket of their own at the regular or advanced price should they desire to use this means for raising funds for any purpose.

Atmospheric Lobby

In all panels have your artist create the typical French poster effect with the chic French dancing girls predominating, the champagne bottles, the suggested outlines of the high-hatted Frenchman, etc. Give the lobby a gala appearance with vari-colored toy balloons and multicolored streamers as the main decorative feature, together with suspended dancing dolls in typically Parisian attire. If you have an island box-office, a miniature model of Eiffel Tower will add to the general effect. This last unit can be constructed easily and cheaply out of wall board by your sign-artist, by following the general lines of the illustrations in this press sheet. If your lobby is spacious enough, one corner can be devoted to the reproduction of a bit of the typical Paris boulevard cafe with its stripped awning, small iron table and chairs with the wall background a fac-simile of the French-windowed cafe exterior with suitable sign reading "Mont Martre" "Beaux Arts" or similar name.

TREAT THEM TO THE TRAILER

It's Frenchy! It's Funny! It's Overflowing with — Frills, Folderols and Femininity — It's Fetching — Screen It Early and Often

Paris Novelties

Your field here is practically unlimited for bona-fide tieups with a range of stores and shops with which to arrange this cooperation that includes department stores, specialty and gift shops, art dealers, chain and independent drug stores, chain five and ten stores and innumerable others. Arrange for entire windows to be devoted to importations and novelties from Paris with suitable tieup material from the photoplay.

STRAND



The Capitol Of Joy at its Merriest, Maddest, Gayest!

A Warner Bros. and Vitaphone Technicolor Hit.

50 MILLION FRENCHMEN

with OLSEN & JOHNSON
The Maniacs of Mirth
William Gaxton, John Halliday, Claudia Dell and Helen Broderick

Cut No. 12 Cut 20c Mat 5c

Gown Shop Tieup

Your department store or smart shops offer tieup possibilities that should not be overlooked. Every city boasts several establishments that feature Paris importations and exclusive window displays of these models tied in with the photoplay "Fifty Million Frenchmen," is bound to attract. Use an array of stills showing Miss Claudia Dell in various gowns, which are plentiful in the regular sets of stills. The tie-up card can read— "FIFTY MILLION FRENCHMEN PLACED THEIR STAMP OF APPROVAL UPON THE EXCLUSIVE PARIS MODELS." This same cooperative arrangement can be made with stores dealing in 'copies' of Paris frocks and gowns. One or two can be labeled "EXACT COPY OF ORIGINAL PARIS GOWN RECENTLY IMPORTED BY WARNER BROS. PICTURES FOR THE MAKING OF "FIFTY MILLION FRENCHMEN" AT THE STRAND THEATRE." If you have a local store with an exceptionally alluring array of these gowns, you can arrange for a corking attention arresting display of same in your lobby.

Get Out The Old Pep! Let's See Some Real Showmanship! You're Selling A HIT!

"FIFTY MILLION FRENCHMEN," BROADWAY SUCCESS, GREETED WITH MUCH ENTHUSIASM HERE

(Prepared Review Featuring the Cast)

Continuous applause greeted "Fifty Million Frenchmen," the Warner Bros. comedy romance at the opening performance last night at the Theatre.

"Fifty Million Frenchmen" is a brilliant, natural color screen version of the play which captured Broadway last season. Many of the same people that appeared on the stage are seen in the picturization. William Gaxton again portrays the role of Jack Forbes, the young American millionaire who wages with his two friends, Cummings and Baxter, that within two weeks he can woo and wed the pretty girl he has merely glimpsed but never met, and all without a cent in his pocket. Helen Broderick again plays Violet, the strong-minded American tourist who throws so many monkey wrenches in the machinery. Lester Crawford, who plays Baxter, was also in the play. Cummings, the originator of the wager, himself mildly desirous of the pursued lady, is deftly played by John Halliday.

The lady all the fuss is about is bewitchingly played by beautiful Claudia Dell. Nat Carr and Vera Gordon make much of their clever Jewish dialect as tourists in Paris. Carmelita Geraghty is good as an excitable mamselle, and Charles Judels is his Frenchiest as M. Pernasse.

But the bagful of monkeys is that outlandish team of clowns, Olsen and Johnson, who enact the pussfooting sleuths that pursue everybody, catch nobody, but cause tremendous laughter in the doing of it.

Lloyd Bacon, responsible for so many Warner Bros. successes, directed this hurricane of entertainment which hasn't a slow moment from beginning to end. The scenes in Paris are panoramic—whether it is the famous Ritz bar—the boulevards—the races

with skidding—is and with pedestrians—all is gay and breathtaking in action.

"Fifty Million Frenchmen" is the sort of picture which delights young and old. It is a duty you owe yourself and your friends to see it during the local engagement. Fifty million Frenchmen can't be wrong!



Pep!!

—and plenty of it!



50 Million Laughs in **FIFTY MILLION FRENCHMEN** with **OLSEN & JOHNSON** Wm. Gaxton Claudia Dell and John Halliday

A WARNER BROS. & VITAPHONE TECHNICOLOR HIT

Cut No. 18 Cut 20c Mat 5c

Begins Saturday

ORPHEUM

Begins Saturday

Join The Jolly Whirl!

See what makes fifty million Frenchmen get that way!



A WARNER BROS. & VITAPHONE TECHNICOLOR PRODUCTION

Peppiest, Funniest, Frenchiest of comedies. The kind of fun American tourists see — never talk about — and never, never forget!

Cut No. 15 Cut 60c Mat 15c

STEAM ROOMS NOT ALL IN TURKISH BATHS IN PARIS

"Fifty Million Frenchmen," Warner Bros. Comedy at Theatre Reproduces Famous Parisian Rendezvous.

(Advance Story)

When "steam room" is mentioned it brings to the average mind a picture of a Turkish Bath with sheeted figures wiping dripping brows in a dense fog. But to a Parisian, the steam room spells something entirely different—the ladies' bar!

Jed Kiley, prominent figure in Paris night life, owner of Cafe Boulevardier, and more recently technical director on Warner Bros. production "Fifty Million Frenchmen," now showing at the Theatre, coined the phrase. He called the ladies' bar a steam room because at the cocktail hour in Paris, it is so hot and bothered with cigarette smoke that it resembles a steam room. The name stuck and from then on the women's salon of the bar was the "steam room."

An exact duplicate of the Ritz bar in Paris with its accompanying steam room was built on the Warner Bros. lot for the making of this rollicking farce adapted from the stage play of the same name. William Gaxton, Lester Crawford and Helen Broderick who appeared in the New York stage production are also appearing in the picture, together with such other notables as Olsen and Johnson, John Halliday, Claudia Dell, Charles Judels, Nat Carr, Vera Gordon and others.

This screen play with Paris as its background is just one laugh after another with those two experts of monkey business, Olsen and Johnson leading the big parade.

FEMININITY AND FUN IN SPEEDY FRENCH COMEDY

(Advance Story)

Celebrated comedians and comedienne of both stage and screen make up the all-star cast of "Fifty Million Frenchmen," the Warner Bros. and Vitaphone Technicolor comedy special which opens at the Theatre next.

The distinguished group of comedians is headed by Olsen and Johnson, mirthful maniacs of "Monkey Business." Well-known as footlight laugh-makers, this comedy combination made their film bow in "Oh, Sailor Behave!" William Gaxton, John Halliday, Charles Judels, Lester Crawford and Nat Carr contribute to the comedy of the picture. Gaxton has the leading romantic comedy role, the part he created in the original stage version.

Helen Broderick, Claudia Dell, Daisy Belmore and Vera Gordon have important feminine roles in this comedy hit of Americans in Gay Paree. Miss Broderick, prominent Broadway comedienne, has the same characterization she originated on the New York stage.

"Fifty Million Frenchmen" is adapted for the screen by Joseph Jackson with special dialogue by Al Boasberg and Eddie Welch. Lloyd Bacon directed.

Who's Who Between Olsen and Johnson

Marked Resemblance of Clowns in "Fifty Million Frenchmen" at Theatre, Mystifies Studio Visitors.

(Current Story)

"Which one of you mugs is Johnson?" The widely known remark which has been used by Olsen and Johnson, celebrated stage and screen comedians, in their footlight shows for many years has followed them into real life.

Visitors to Warner Bros. studio when the nuts of nonsense were making "Fifty Million Frenchmen," the Vitaphone Technicolor comedy special now playing at the Theatre with an all-star cast, constantly asked to have the boys identified.

The question was put in many different ways. Some said, "Which one is Johnson?" Others queried, "Which one is Olsen?" Still others asked, "Which is which?" or "Who's Who?" But invariably there was someone in each group who would come forth with: "Which one of you mugs is Johnson?" a pointed question which never failed to get a laugh out of the boys.

For those who are as yet in the dark as to the individual identity of the comedy pair who made their first screen hit in "Oh, Sailor, Behave!" the lads are easily distinguished, once you know how.

Olsen is the taller. He has black hair and is more familiarly known as Ole. Johnson, who is known as Chick and is the one with the hysterical laugh, has medium blonde hair and is about a head shorter than Olsen.

The cast of "Fifty Million Frenchmen," which is adapted from the Broadway comedy hit of the same name, includes William Gaxton, John Halliday, Claudia Dell, Helen Broderick, Lester Crawford, Charles Judels, Nat Carr, Vera Gordon, Carmelita Geraghty and others.

Funniest Play of Year Romance of Gay Paree

(Current Story)

"Fifty Million Frenchmen," the Warner Bros. and Vitaphone production in Technicolor, which comes to the Theatre next, beside being a gay romance of youth and love is one of the most uproarious pictures of the year. Olsen and Johnson, known as the nuttiest nuts of nutland are in evidence as sleuths, and the cast includes William Gaxton, Helen Broderick, Claudia Dell, Lester Crawford, John Halliday, Vera Gordon, Nat Carr and hundreds of supporting players. "Fifty Million Frenchmen" is filmed entirely in Technicolor. Lloyd Bacon directed.

Helen Broderick Repeats Broadway Stage Success

(Advance Story)

Helen Broderick, the Philadelphia girl who has been so successful on the stage, scores again in "Fifty Million Frenchmen," the Warner Bros. and Vitaphone production in Technicolor which comes to the Theatre next. She plays the part of a strong-minded tourist. Others in the cast of this swiftest of French comedies are William Gaxton, Claudia Dell, Lester Crawford, John Halliday, Olsen and Johnson, the celebrated clowns, Nat Carr, Vera Gordon and hundreds of supporting players. Lloyd Bacon directed.

In Comedy-Romance of Gay Paree



Cut No. 23 Cut 30c Mat 10c

Claudia Dell and William Gaxton lend some charming romance to that comedy riot of the season, "Fifty Million Frenchmen." Olsen and Johnson, Helen Broderick, John Halliday and Nat Carr are some of the other notables of the cast.

"Fifty Million Frenchmen" Can't Be Wrong About One American Blonde Beauty!

TWO ENTRANCES **LOEWS STATE** 7TH & BDWY.
DIRECTION - WEST COAST THEATRES INC.

Now Playing!

Cut No. 17
Cut 40c
Mat 10c

Endorsed by
50 Million
Roaring
Laughs.

FIFTY MILLION FRENCHMEN

with
OLSEN & JOHNSON
William Gaxton
Claudia Dell

A WARNER BROS. & VITAPHONE TECHNICOLOR HIT.

As good as a vacation in Paris!
All the sights and delights of the Capitol Of Joy!

GAXTON CAME TO SCREEN FAME BY LUCKY MISCHANCE

(Biography as of Jan. 15, 1931)

William Gaxton, who created the role of the happy-go-lucky American about Paris in the Broadway produc-

tion of "Fifty Million Frenchmen" and enacts the same part in Warner Bros. Vitaphone version now at the Theatre was born in San Francisco.

He was educated at Lowell High School and the University of California Normal College, his intention being to become a teacher. But like many famous people of both stage and screen, he never thought of a career as an actor until the opportunity unexpectedly arose.

This chance landed him with the Alcazar Players where he remained for a time in stock. After a period on the road as a juvenile and comedy actor, Gaxton found himself on Broadway. It didn't take long for him to find his right niche on the stage—and that niche was comedy. In "Betty Lee" and several Music Box Revues, he became one of New York's most popular personalities.

He broke records throughout the East in "The Connecticut Yankee" which was followed by "Fifty Million Frenchmen", produced by Warner Bros. Several years ago, Gaxton took a flyer in silent films and starred in "The Old Army Game" and "Stepping Along", but returned to the stage.

William Gaxton has black hair and brown eyes, is five feet ten inches tall and weighs one hundred and sixty-two pounds. He is married to Madeline Cameron of stage fame and is a cousin of Leo Carrillo, stage star. Golf and handball are his particular sports.

Funny, Frothy, French Farce on Way Here

(Advance Story)

"Fifty Million Frenchmen," the Warner Bros. screen comedy based on the Broadway hit of the same name, comes to the Theatre next. The funniest clowns of the screen, Olsen and Johnson, remembered in "Oh, Sailor Behave," are in the cast which includes William Gaxton, John Halliday, Helen Broderick, Claudia Dell, Lester Crawford, Vera Gordon, Nat Carr and many others. Lloyd Bacon directed. "Fifty Million Frenchmen" is filmed in Technicolor.

"Fifty Million Frenchmen" Was Big Broadway Hit

"Fifty Million Frenchmen," the Warner Bros. comedy which comes to the Theatre next is a brilliant screen transcription of the Broadway success of the same name. "Fifty Million Frenchmen" is a whirlwind romance of Americans in Paris—Olsen and

Johnson, William Gaxton, Claudia Dell, Helen Broderick, Vera Gordon, Nat Carr and many other stars are in the cast.

CAPITOL

You'll Meet

- The Vivacious Frenchman
- The Naughty Frenchman
- The Jealous Frenchman
- The Blasé Frenchman
- The Handsome Frenchman

and

49,999,995 OTHER FRENCHMEN IN **FIFTY MILLION FRENCHMEN**

WITH BUT A SINGLE THOUGHT!
WHAT IS IT?

?

Cut No. 10 Cut 20c Mat 5c

"FIFTY MILLION FRENCHMEN" UPROARIOUS ROMANCE OF THE WORLD'S GIDDIEST CAPITAL

(Prepared Review Featuring the Story)

The record crowd at the Theatre last night gave enthusiastic approval to Warner Bros. latest and liveliest comedy-romance, "Fifty Million Frenchmen," all natural color screen version of the play which was so successful in New York last season.

"Fifty Million Frenchmen" has to do, not only with the people of gay Paree, but with a group of tourists from America and two pussy-footing detectives, played by Olsen and Johnson, who are remembered for their ludicrous antics in their own stage play "Monkey Business" and in their first screen hit, "Oh, Sailor Behave." They are known as Simon and Peter, and run the gamut from fake sleuths, baggage smashers, waiters and goofs-about-town to magicians. They have never been quite so absurdly amusing as in "Fifty Million Frenchmen."

The romance which whirls its way through the piece is as captivating as the comedy. William Gaxton, who was lead in the stage play, again has the role of the young millionaire from Manhattan, who wagers with his two American friends, played by John Halliday and Lester Crawford, that he can capture and wed a pretty girl he has spied at the wharf, and this within two weeks and without a simoleon in his jeans to aid him.

The pretty girl is bewitchingly played by Claudia Dell. Helen Broderick, who was also in the stage play, is amusing as a strong-minded American tourist. Carmelita Geraghty is a vivacious French girl. Nat Carr and Vera Gordon do an excellent bit of Jewish dialect. Charles Judels, who is so clever in character parts does an expostulating Frenchman. That the hero does get the heroine before the final fade-out may be imagined, but the

obstacles that foil him before he succeeds, cannot be imagined.

"Fifty Million Frenchmen" is such a whirlwind of skidding taxis, racing horses, twinkling toes, outlandish antics on the part of Simon and Peter, and wisecracking mirth on the part of all present, that every moment of the evening is crammed full of the sort of entertainment that might be called de luxe—and is surely grand and glorious. Lloyd Bacon directed.

"Fifty Million Frenchmen" provides amusement for everybody in the house. Take them all for the best laugh of their lives.

PARIS SCENE OF UPROARIOUS HIT

(Advance Story)

Paris, the winged—where everyone lives to enjoy life and work is of secondary importance—where Americans sing robust folk songs at the Ritz bar where drinking is a pleasure instead of an order, where women's clothes are the last word in smartness, where life is sweet and absinthe make the heart grow fonder—where people from all corners of the world cast their troubles aside and have one grand and glorious time—gay Paree. Paris provides the colorful atmosphere of "Fifty Million Frenchmen," Warner Bros. and Vitaphone production in natural colors, which comes to the Theatre next.

Paris at its gayest is depicted in this comedy of Americans abroad in which peppy dialogue and amazing situations provide many amusing moments. The all-star cast is headed by Olsen and Johnson, the screen's maniacs of monkey business, who scored a decided hit in their first production "Oh Sailor Behave!" William Gaxton, Helen Broderick, Claudia Dell, John Halliday, Lester Crawford, Charles Judels, Nat Carr, Vera Gordon, Daisy Belmore and others, complete the cast.

Lloyd Bacon directed "Fifty Million Frenchmen." The screen play was written by Joseph Jackson. Al Boasberg and Eddie Welch prepared the special comedy dialogue.

FIFTY MILLION FRENCHMEN
THEY CAN'T BE WRONG!
Cut No. 2 Cut 20c Mat 5c

COMEDY BRINGS GAY PAREE TO YOUR OWN DOOR

(Advance Story)

Those who already know Paris, and those who are keeping an eagle eye on the bank account until the happy day when the balance says "Let's go!" will particularly enjoy "Fifty Million Frenchmen," the Warner Bros. and Vitaphone Technicolor comedy special which comes to the Theatre next.

"Fifty Million Frenchmen" brings Paris to your door. Parisian cafes, the famous Ritz bar, lovely French girls gorgeously attired in advance fashions, gendarmes and garçons, all are there to make up the natural French background of this talking picture laugh special which beside the tomfoolery has a thrilling love story.

The cast of "Fifty Million Frenchmen" includes Olsen and Johnson, William Gaxton, Helen Broderick, Claudia Dell, John Halliday, Lester Crawford, Charles Judels, Nat Carr, Vera Gordon, Carmelita Geraghty and many others.

LOEWS WARFIELD
DIRECTION - WEST COAST THEATRES INC.

What laughs! Real guffaws that start in your shoes. You can't stop laughing no matter how hard you try. For when Olsen and Johnson and Billy Gaxton and Helen Broderick get going, oo-la-la—you'll just shake every haha out of your system!

Starts Today!

Lasts A Week!

FIFTY MILLION FRENCHMEN

With most of the original cast that panicked them on B'way for two solid seasons.

OLSEN & JOHNSON
William Gaxton, Claudia Dell, John Halliday, Helen Broderick, Nat Carr and Vera Gordon

ALL IN TECHNI-COLOR

A WARNER BROS. & VITAPHONE HIT

Cut No. 6 Cut 40c Mat 10c

They Said It Couldn't Be Better On The Stage, So Warner Bros. Put It On The Screen!

50 MILLION FRENCHMEN

Cut No. 3 Cut 20c Mat 5c

TITLE SLUG CUT

Hundreds of ways to use it! Can be utilized as one column "card" at ending of run; as an "underliner" in connection with last ads on preceding picture, also as "last times today" slug.

Famous Clowns Met On College Campus

Olsen and Johnson Featured in "Fifty Million Frenchmen" Warner Bros. Comedy at Theatre, Formed Partnership Fifteen Years Ago at Evanston, Ill.

(Advance Story)

A friendship that started on a university campus brought together two men who were destined to become one of the most popular comedy teams of stage and screen. They are Ole Olsen and Chic Johnson, the maniacs of monkey business, featured in "Fifty Million Frenchmen," Warner Bros. and Vitaphone Technicolor comedy special now at the Theatre.

Olsen and Johnson first met at Northwestern University in Evanston, Ill., where Chic was working his way by waiting on tables and Ole singing illustrated songs at the local nickleodeons. They formed a friendship which has lasted for more than fifteen years and bids fair to last for fifty.

While still in college they got up an act and went to a Chicago cafe where they took tables as patrons. Without the manager's permission, they stood up and went into their act. The outraged manager tried to stop them, but the amused crowd wouldn't let him. They were a huge success and applied to the astonished manager for a job and got it.

Later they went on the variety stage for the major vaudeville circuits and became one of the outstanding comedy combinations behind the footlights. Unlike most variety stage headliners, Olsen and Johnson refused offers to enter musical comedy. They remained loyal to vaudeville and toured Australia for two years.

Upon their return, talking film producers approached them to appear in short subjects, but they produced their own stage show, "Monkey Business" instead. At the termination of the show, which enjoyed a successful national tour, Olsen and Johnson signed with Warner Bros. and made "Oh, Sailor Behave," as their first Vitaphone starring vehicle.

In "Fifty Million Frenchmen," adapted for the screen from the Broadway stage hit of the same name, Olsen and Johnson enact a pair of detectives in Paris. The cast also includes William Gaxton, Helen Broderick, John Halliday, Claudia Dell, Charles Judels, Nat Carr, Vera Gordon, Lester Crawford and others. Lloyd Bacon directed.

"DRACULA" CREATOR IN FRENCH FARCE

(Advance Story)

Bela Lugosi, who rose to fame on the stage in the title role of "Dracula," portrays a Hindu fakir in Warner Bros. Vitaphone Technicolor comedy film "Fifty Million Frenchmen" in which Olsen and Johnson head the all-star cast and which comes to the Theatre next.

HOW OLSEN AND JOHNSON DIG UP THE UPROARIOUS JOKES MILLIONS APPLAUD

Comedy Team Featured in Warner Bros. "Fifty Million Frenchmen," Now at the Theatre, Work Hard to Get Material For Their Clowning

(Feature)

The business of being funny is serious work to Olsen and Johnson, the well known stage and screen maniacs of "monkey business," who have featured comedy roles in "Fifty Million Frenchmen," the Warner Bros. and Vitaphone Technicolor laugh special which is now at the Theatre.

They work harder to make other people laugh than most folks do in an effort to make their first million dollars or meet the next payment on the radio. Their constant quest for new gags, funny situations, and comedy lines, even surpasses the earnestness of a stock exchange floor operator trying to unload on a falling market with two minutes to go before the exchange closes. Their mobile countenances assume a rigid seriousness when working over a comedy situation which later will throw huge audiences into gales of laughter.

On the stage or screen, everyone will agree that Olsen and Johnson are a singularly merry pair. But off screen they are all business, constantly inventing new laughs, thinking up funny ideas, and observing comic occurrences that happen to them and other people every day.

Both carry a pad and pencil and jot down any funny things that come to them or that they observe. When they have time, they rehearse. And in rehearsal their faces resemble those of a board of directors trying to squeeze out a dividend when the books fail to show a profit.

Their next step is to try out the gag on a willing person or group of persons. If the preview audience puts their stamp of approval on it with responsive laughter, they use it.

Even while making "Fifty Million Frenchmen," in which they play two detectives of doubtful detecting ability, Olsen and Johnson tried out many of their comedy lines and situations on members of the cast and crew before recording them.

Others in the cast of "Fifty Million Frenchmen" are William Gaxton, John Halliday, Helen Broderick, Claudia Dell, Nat Carr, Vera Gordon and Lester Crawford.

Loses Fortune Won In Gold Fields, Is Success As Actor

(Biography as of Jan. 15, 1931)

John Halliday, who has a prominent role in "Fifty Million Frenchmen," the Warner Bros. and Vitaphone Technicolor comedy special now at the Theatre, won and lost a fortune in gold before seeking a career as an actor.

Mr. Halliday was born in Brooklyn, N. Y. and was taken to Europe by his parents where he remained until he was eighteen. During that time, he studied mining engineering and upon returning to America, joined the caravans of gold seekers journeying westward. He gained a fortune in Goldfield, moved to Sacramento, lost all his money through bad investments, and was stranded.

Not knowing where to turn for a living, he applied for a job with Nat Goodwin's repertoire show which was then playing at the opera house. He remained with Goodwin for several years, later making a tour of the world with T. Daniel Frawley. Returning to N. Y. he received an excellent part with John Drew in "The

It was while in this play that Halliday first saw his name in electric lights.

He played the stellar role in "The Whip," "Scarlet Pages," "The Spider," "The Humbug," "Jealousy" and many others. Warner Bros. signed Halliday to a long term contract and he made "Scarlet Pages," for First National as his initial vehicle under this agreement. His second was "Captain Applejack." "Fifty Million Frenchmen" is his third.

FAST-RISING MOVIE STAR



Cut No. 21 Cut 30c Mat 10c

Claudia Dell who, by her work in "Fifty Million Frenchmen" at the Theatre is being hailed as a "comer" by fans and critics alike. Great things are predicted for this beautiful blonde.

NICKNAMES PROOF OF POPULARITY

(Current Story)

Although they are known publicly as Olsen and Johnson, the favorite comedians were given distinguished Christian names. Johnson who is called "Chic" was christened Harold Ogden Johnson. Olsen who also answers to "Chic" was named John Sigvard Olsen.

The popular nuts of nonsense are featured in "Fifty Million Frenchmen" Warner Bros. and Vitaphone frisky farce now at the Theatre.

The cast also includes William Gaxton, John Halliday, Helen Broderick, Claudia Dell, Lester Crawford, Nat Carr, Vera Gordon, Charles Judels, Carmelita Geraghty and others.

SAN ANTONIO GIRL PLAYS INGENUUE IN PARISIAN FILM

(Biography as of Jan. 15, 1931)

Claudia Dell, the blonde Southern beauty who has the romantic lead in "Fifty Million Frenchmen," the Warner Bros. and Vitaphone Technicolor comedy special now at the Theatre, was induced to try motion pictures by Felix Hughes, well known voice teacher and brother of the celebrated author, Rupert Hughes.

A test resulted in a long term contract with Warner Bros. and the title role in "Sweet Kitty Bellairs." This was followed by the lead opposite Al Jolson in "Big Boy" and the ingenue role in "Sit Tight".

Claudia was born in San Antonio, Texas, and received her education in an English school in Mexico where her father was in business. Going to New York, she was immediately placed in the Follies by Flo Ziegfeld and later became understudy to Irene Delroy, who now is also a Warner star. She played the feminine lead in "Merry Mary" in London and upon her return to New York turned down offers of two plays to visit her family in California. Then talking pictures claimed her.

Miss Dell has the soft voice characteristic of her South. She is an excellent swimmer and has won many medals in open competition. In "Fifty Million Frenchmen" she enacts a tourist who falls in love with a young American about Paris. The cast also includes Olsen and Johnson, William Gaxton, John Halliday, Helen Broderick, Lester Crawford, Vera Gordon, Nat Carr, Charles Judels and others. The picture is adapted from the Broadway hit of the same name. Lloyd Bacon directed.

Laughter and Love in Fast-Moving Comedy

(Advance Story)

Fun, fast and furious action, love, kidding, dancing—and all in the gayest scenes of Paris—marks "Fifty Million Frenchmen," the Warner Bros. and Vitaphone production in Technicolor which comes to the Theatre next. Olsen and Johnson, nuttiest nuts of nutland, are in uproarious evidence—and William Gaxton, Claudia Dell, Helen Broderick, John Halliday, Vera Gordon, Nat Carr and Lester Howard are in the cast which includes hundreds of extra players. "Fifty Million Frenchmen" is the peppiest show of the year.

—Off goes the lid! On goes the fun! An American girl has Paris topsy-turvy!

50 MILLION FRENCHMEN

with
OLSEN & JOHNSON
William Gaxton
Claudia Dell
Helen Broderick
John Halliday

Begins TODAY

A WARNER BROS. HIT ALL IN TECHNICOLOR

It takes you where Americans go — if they really know Paris. Tells you just what fifty million Frenchmen can't be wrong about. Come and get the lowdown!

MASTBAUM
20th and MARKET

Cut No. 19 Cut 60c Mat 15c

Are You Using The Anagram Service In All Warner Bros. Press Sheets? Look 'em Over!

Helen Broderick Recreates Stage Role in Gay Film

(Biography as of Jan. 15, 1931)

Helen Broderick, who plays the peppy American girl who wants to see Paris inside and out in "Fifty Million Frenchmen," the Warner Bros. and Vitaphone Technicolor comedy special now at the

Theatre, started her career as a chorus girl with Jeanne Eagles. Jeanne, who considered herself the greatest actress in the world, had nothing on Helen, who maintained she was the greatest comedienne in the world. Jeanne chose the field of drama. Helen followed her love for comedy.

Helen Broderick was born in Philadelphia, Pa. Her first stage appearance was as a chorus girl in "The Girl Question".

Among her recent Broadway stage shows are "Oh, Please!" with Beatrice Lillie, "Nifties of 1923" with William Collier, "Puzzles of 1925" with Elsie Janis, "Mama Loves Papa", "As You Were" and "Fifty Million Frenchmen".

Miss Broderick is five feet seven inches tall, weighs one hundred and twenty-eight pounds, and has blonde hair and gray eyes.

ODD WAGER MADE IN HURRICANE PARIS COMEDY

(Advance Story)

A bet is a bet and the loser pays with grace no matter if the wager, forces him to roll a peanut down a ear track with his nose. One of the strangest bets ever made is between two friends in "Fifty Million Frenchmen," the Warner Bros. and Vitaphone Technicolor comedy sensation which comes to the Theatre next.

The wager was that the hero can live in Gay Paree without a sou for two weeks, during which he is to marry the loveliest girl there. The amount to be won or lost is \$50,000.

William Gaxton and John Halliday in their roles in "Fifty Million Frenchmen" make this unusual wager which provides the motive for many hilariously funny scenes and snappy dialogue. Claudia Dell enacts the girl over whom the bet is made.

Olsen and Johnson, Charles Judels, Nat Carr, Vera Gordon, Helen Broderick, Lester Crawford and others complete the all-star cast of this comedy production which is laid in Paris. Joseph Jackson wrote the screen play and dialogue from the picturization of the Broadway stage hit.

Lloyd Bacon directed "Fifty Million Frenchmen."

How Screen Clown Paid Back Friends Practical Joke

Olsen and Johnson Now at Theatre in "Fifty Million Frenchmen," Retaliate

(Feature Story)

Those who venture to play practical jokes on Olsen and Johnson, those maniacs of monkey business, are apt to find themselves in the proverbial peck of trouble. The funny boys have a way of turning the tables which leaves the would-be jester in a tough spot uttering a loud cry for help.

Olsen and Johnson, who are in the all-star cast of "Fifty Million Frenchmen," Warner Bros. Vitaphone farce-comedy in Technicolor, now at the Theatre, site one particular instance in which they made a practical joker to swear off for good.

It happened when the popular entertainers were playing on the stage. A friend sent a lavish dinner up to their dressing room. The waiter carried a note bespeaking the donor's compliments and expressing the wish that the dinner might be enjoyed.

Both Olsen and Johnson ate heartily but as they finished and were about to place their fingers in the silver finger bowl, the waiter promptly presented them with the check for \$30. The friend was only fooling.

This is how they got even. That same night, they hired a man to paint the entire exterior of the friend's jewelry shop a gaudy green, placed a phoney advertisement in the morning paper, and ordered a new sign for the doorway.

When the jeweler arrived at his shop the next day he was greeted by a sign that read: "Under new management. Olsen and Johnson."

The screen comedians received a hurried telephone call from the jeweler pleading to let him off. It is for such reasons as this that Olsen and Johnson are never bothered any more by practical jokers.

"Fifty Million Frenchmen" is adapted for the screen from the Broadway footlight hit of the same name. Joseph Jackson, Al Boasberg and Eddie Welch did the screen play. Lloyd Bacon directed.

The cast of this frisky farce also includes William Gaxton, John Halliday, Helen Broderick, Claudia Dell, Lester Crawford, Nat Carr, Vera Gordon, Charles Judels, Carmelita Geraghty and many others.

"FIFTY MILLION FRENCHMEN" IS LAUGH SENSATION

(Advance Story)

Three of the screen's most prominent writers collaborated in the creating of the screen play and dialogue of "Fifty Million Frenchmen," the Vitaphone Technicolor comedy special which comes to the Theatre next.

Joseph Jackson, Al Boasberg and Eddie Welch are the three authors responsible for the talking film adaptation of the N. Y. stage hit by Herbert Field. Jackson holds the record for having written more talking scenarios than any other screen playwright, while Boasberg and Welch are listed among the cinema's most capable writers of comedy dialogue.

"Fifty Million Frenchmen" depicts the hilarious adventures of American innocents abroad, with Paris as the colorful background. Olsen and Johnson, William Gaxton, John Halliday, Helen Broderick, Claudia Dell, Lester Crawford, Nat Carr, Vera Gordon, Charles Judels and others complete the cast.

Lloyd Bacon directed for Warner Brothers.

WARNER BROS. **FRESNO THEATRE**
THE HOME OF THE VITAPHONE



ROAR while you TOUR through the DELIGHTS of PARIS

FIFTY MILLION FRENCHMEN

As good as a vacation in Paris. All the sights and delights. Smartest, piest, concoction that Paris or America ever saw. Takes you to Harry's New York Bar, the Cafe de la Paiz, Zellie's, the horse races at Longchamps. Chateau Madrid, Montmartre, to the high spots and low dives of the Capitol of Joy. A hundred million Americans can't be wrong!

Cut No. 8
Cut 40c
Mat 10c

An American Girl Has Paris Topsy-Turvy. And

FIFTY MILLION FRENCHMEN

(Can't Be Wrong)

OLSEN & JOHNSON
Maniacs of Mirth

WILLIAM GAXTON
Star of the stage show.

HELEN BRODERICK
Who panicked 'em on B'way.

CLAUDIA DELL

and JOHN HALLIDAY

to complete one of the greatest all star casts.



Thousands saw it yesterday and they're still laughing!

OLSEN & JOHNSON

William Gaxton - John Halliday
Helen Broderick - Claudia Dell

Based on sensational Broadway comedy by Herbert Fields
A WARNER BROS. & VITAPHONE
ALL TECHNICOLOR PRODUCTION

All Moods of Paris In Peppy Comedy

(Current Story)

Both the high spots and low spots of Paris are depicted in "Fifty Million Frenchmen," the Vitaphone Technicolor comedy special in which Ole Olsen and Chic Johnson head the all-star cast now at the Theatre.

Many of the scenes of this frisky French farce take place in the world famous Ritz bar, Zelli's Cafe, and at well known race tracks about Paris. Other scenes of the comedy occur in little known Parisian dives and haunts of apache underworld characters.

William Gaxton, John Halliday, Helen Broderick, Claudia Dell, Lester Crawford, Nat Carr, Vera Gordon, Charles Judels and others complete the all-star cast of "Fifty Million Frenchmen" which was adapted from the Broadway stage hit of the same name.

Lloyd Bacon directed for Warner Brothers.

Claudia Dell in "Fifty Million Frenchmen"

(Advance Story)

Claudia Dell, the San Antonio beauty, who won success in London and New York, has the ingenue role in "Fifty Million Frenchmen" the Warner Bros. comedy which comes to the Theatre next.

She is the girl who is pursued through Paris by a young American millionaire who has wagered that he can woo and wed her, without money, in two weeks' time. William Gaxton plays the pursuing lover. The nuttiest nuts of nutland, Olsen and Johnson are in the cast as well as John Halliday, Helen Broderick, Lester Crawford, Nat Carr, Vera Gordon and hundreds of extra players.

"Fifty Million Frenchmen" is filmed entirely in Technicolor. Lloyd Bacon directed.

Most Of The Original Broadway Stars Are In It. Billy Gaxton Is Pep Personified!

INANIMATE THINGS ARE SCREEN TYPES

"Fifty Million Frenchmen," Warner Bros. Picture Now at Theatre Exhibits Curious Collection of Foreign Made Cars.

(Feature Story)

Hollywood's types are known to include all sorts and conditions of men, women and children and to cover all walks in life. But there are other types, too, in the realm of the inanimate.

Furniture, objects of art, clothing, settings, jewelry and small properties of great value are stored in the motion picture studios. These inanimate things must be exactly the type when a talking picture is made with a foreign background. The authentic objects are used, if they are available. If not, exact duplicates, correct in the minutest detail, are made.

One of the most valuable "types" at Warner Bros. Hollywood studio is a collection of foreign make automobiles. Many were imported especially for this film production and others purchased from those in America who owned these foreign models. The collection includes cars from every major country with French and other continental designs predominant.

This remarkable collection of foreign automobiles is seen in "Fifty Million Frenchmen," Warner Bros. Vitaphone technicolor comedy special of American innocents in Paris now at the Theatre. Not only do they provide correct atmosphere for the picture, but furnish the background for some of the funniest sequences in this frisky farce.

Olsen and Johnson, maniacs of monkey business, are featured in "Fifty Million Frenchmen," in which

Many Screen Extras Reach Lot in Cars

Players in "Fifty Million Frenchmen," Warner Bros. Comedy Now at Theatre, Ordered to Come to Studio in Their Own Autos.

(Current Story)

"All extras must have their own cars."

The above is an excerpt of a production office bulletin at Warner Bros. during the filming of the Vitaphone Technicolor comedy special, "Fifty Million Frenchmen," now at the Theatre.

Several hundred automobiles of all makes, both domestic and foreign, were used in scenes of this frisky French farce. As the drivers of the cars had to look like native Parisians, and others like tourists, and wear appropriate clothes and makeup, Director Lloyd Bacon instructed his assistant to hire only extras who owned cars and could bring them to the studio.

However, all extra players were given an additional pay check for the rental of their automobiles in addition to the regular pay check for their service.

One quick-witted extra, who did not own a car, bought a cast-off model for almost nothing and worked in the picture as the driver of his dilapidated flivver.

Olsen and Johnson, William Gaxton, John Halliday, Helen Broderick, Claudia Dell, Lester Crawford, Nat Carr, Vera Gordon and others complete the cast of "Fifty Million Frenchmen," which was adapted from the Broadway stage hit by Joseph Jackson, Al Boasberg and Eddie Welch.

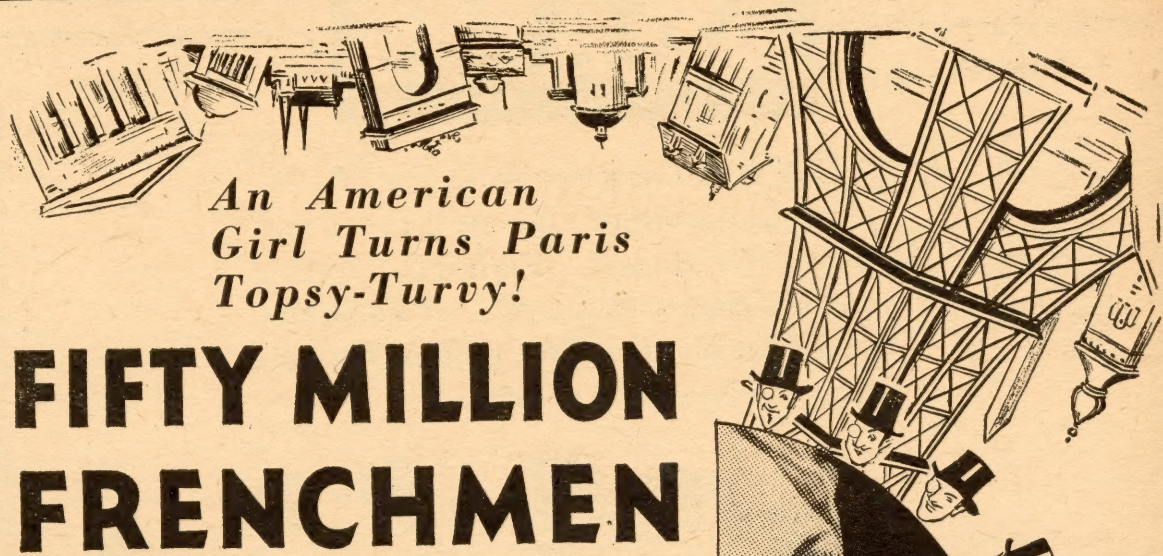
The story depicts the hilarious activities of a group of American "innocents abroad," with Paris as the background of the comedy.

..... Theatre

CHARACTER ACTORS IN PARISIAN COMEDY

(Advance Story)

Vera Gordon and Natt Carr, prominent stage and screen players are featured with Olsen and Johnson in "Fifty Million Frenchmen," the Warner Bros. and Vitaphone Technicolor comedy special which comes to the Theatre



Can't be wrong!

See

the famous cafes; big doings at the Ritz bar; American sugar-daddies and their French sweeties; Zelligs, the races at Long-champs; Harry's N. Y. Bar where drinking is a pleasure; hundreds of Gendarmes chasing two Americans through Paris; and an American play-boy chasing a dazzling blonde everywhere!

It's One Grand

Rou... Uncontrollable Laughter!

MASTBAUM
20th and MARKET

A Warner Bros. Vitaphone Picture With

OLSEN and JOHNSON

William Gaxton, Helen Broderick, John Halliday, Lester Crawford, Claudia Dell, Nat Carr, Vera Gordon.

..... Theatre

..... Theatre

And A Hundred Hand-Picked French Beauties!

Cut No. 14 Cut 60c Mat 15c

Olsen and Johnson, Inc., Here in Gay Parisian Comedy

Warner Bros. "Fifty Million Frenchmen" now at Theatre, Features World's Funniest Clowns.

(Current Story)

The well-known "maniacs of monkey business" are no longer known as Olsen and Johnson, as far as their business affairs are concerned. They are Olsen and Johnson Incorporated.

The popular screen comedians who are featured in the latest Warner Bros. and Vitaphone production, "Fifty Million Frenchmen," the current attraction at the Theatre, have officially incorporated themselves as a business organization. Their cards are engraved "Olsen and Johnson, Inc.," though they are still Ole Olsen and Chic Johnson to their friends.

These favorite princes of clowning enact American detectives in Paris in "Fifty Million Frenchmen," which is adapted for the screen from the original stage play and filmed entirely in natural colors.

William Gaxton, John Halliday, Helen Broderick, Claudia Dell, Lester Crawford, Nat Carr, Vera Gordon, Charles Judels and others complete the all-star cast. Lloyd Bacon directed. Joseph Jackson, Al Boasberg and Eddie Welch prepared the screen play and dialogue.

Boy Excels In Film As "Infant Terrible"

(Biography as of Jan. 15, 1931)

Another talented youngster, barely entering his teens, has tossed his cap into the cinematic ring to make his bid for screen fame. He is Norman Phillips, Jr. who plays his first important film role in "Fifty Million Frenchmen," the Warner Bros. and Vitaphone Technicolor comedy special now at the Theatre.

Norman, who is not quite twelve years of age, enacts a tough kid touring Europe with his parents in "Fifty Million Frenchmen," in which Olsen and Johnson, the screen's craziest clowns, have featured roles.

Warner Bros., who brought to fame Davie Lee and, more recently, Leon Janney, are responsible for Norman Phillips, Jr. getting a break in the talks.

William Gaxton, John Halliday, Helen Broderick, Claudia Dell, Lester Crawford, Vera Gordon, Nat Carr, Charles Judels and others complete the cast of "Fifty Million Frenchmen" which is adapted from the New York stage hit. Lloyd Bacon directed.

Advance Fashions in Gay French Film

Advance feminine fashions that even Paris won't see for some months to come are worn by members of the cast of "Fifty Million Frenchmen," Warner Bros. and Vitaphone Technicolor comedy special now at the Theatre.

Earl Luick, who designed the original creations, made a special study of fashion trends before originating the modes displayed in this frisky farce. By making a careful survey of last season's and this year's styles, Luick has calculated the future fashions.

Feminine members of the all-star cast of "Fifty Million Frenchmen" who wear these advance creations include Claudia Dell, Helen Broderick, Nat Carr, Vera Gordon, Daisy Belmore and others. Many mannish, typical of French resorts, also display additional styles.

Olsen and Johnson, William Gaxton, John Halliday, Charles Judels, Lester Crawford, and others complete the list of players in "Fifty Million Frenchmen" which Joseph Jackson adapted from the Broadway stage hit.

Lloyd Bacon directed.

METROPOLITAN

Says Olsen:—

"Now I know what fifty million Frenchmen can't be wrong about!"

Says Johnson:—

"Let's go!"

FIFTY MILLION FRENCHMEN

With most of the original Broadway cast.

OLSEN & JOHNSON
John Halliday, Claudia Dell,
Helen Broderick, —

And A Hundred Hand-Picked French Beauties.

Cut No. 16 Cut 40c Mat 10c

Three Full Pages Of
EXPLOITATION
Suggestions, Ideas, Stunts, Tie-ups. Enough to make "Fifty Million Frenchmen" Your Biggest Profit-Getter.

See Pages 2 - 3 - 4

Olsen and Johnson Are Known To Millions Of Stage And Radio Fans. Bill Them Big!

Now Playing

ADAMS
ON KUNSKY CIRCLE

Now Playing

WHY do Americans go to Paris? To taste the wine? To meet the girls? To see the shows? Perhaps! Here's your big chance to see ALL of Paris and learn what it is that fifty million Frenchmen can't be wrong about!



Warner Bros. present
FIFTY MILLION FRENCHMEN

Bigger, Grander, Funnier Than The Show That Kept Broadway Howling For Two Solid Seasons!

With Most of the original New York Cast including:
OLSEN & JOHNSON
William Gaxton, John Halliday, Claudia Dell, Helen Broderick, Vera Gordon and *Nat Carr*.

(With But a Single Thought)

Cut No. 7 Cut 60c Mat 13c

"FIFTY MILLION FRENCHMEN" AND ADVANCE STYLES

Earl Luick of Warner Bros. Staff Designs Gowns For Players in Latest French Farce — Now at the Theatre.

(Advance Story)

Advance feminine fashions which even Paris will not see for some months to come were worn in Hollywood at Warner Bros. studio where "Fifty Million Frenchmen, the Vitaphone Technicolor comedy special, now at the Theatre, was being filmed.

Earl Luick, who designed the original creations, made a special study of fashion trends before originating the modes displayed in the picture. By making a careful survey of last season's and this year's styles, Luick calculated the future fashions for coming seasons which were ahead-of-date upon release of "Fifty Million Frenchmen."

Feminine members of the all-star cast who wear these advance creations include Claudia Dell, Vera Gordon, Nat Carr, Helen Broderick and Daisy Belmore, while many mannikins, typical of French resorts, display additional styles.

William Gaxton, Olsen and Johnson, John Halliday, Charles Judels, Lester Crawford and others complete the list of players in "Fifty Million Frenchmen," which Joseph Jackson adapted for the screen from the Broadway stage hit. Al Boasberg and Eddie Welch wrote the special dialogue.

Lloyd Bacon is directing.

CLOWNS PRESENT ODD KEEPSAKES TO ADMIRERS

Funny Clowns Now at Theatre in Warner Bros. "Fifty Million Frenchmen" Give Strange Tokens to Admirers.

(Current Story)

Olsen and Johnson claim first prize for having the most novel method of showing appreciation for a favor. The screen's maniacs of monkey business don't give cigars, candy or theatre tickets to people who do them good turns. Instead they show their appreciation by giving crocheted one dollar bills! These one-spots are crocheted by hand and by no less a personality than Mrs. Chic Johnson.

And to get a crocheted dollar bill from Olsen and Johnson, with their autographs inscribed thereon, is like being awarded the Congressional Medal or a Nobel Prize. It is a very special award and the good wishes and heartiest greetings of Olsen and Johnson go with them.

Olsen and Johnson are featured in "Fifty Million Frenchmen," Warner Bros. Vitaphone Technicolor comedy special now at the Theatre. William Gaxton, John Halliday, Helen Broderick, Claudia Dell, Lester Crawford, Nat Carr, Vera Gordon, and others complete the cast of this frisky, French farce. Lloyd Bacon directed.

Can You Imitate Chic's High

(Current Story)

Chic Johnson's infectious high falsetto laugh is just as contagious in person as it is on either stage or screen.

Johnson of the hilarious comedy team of Olsen and Johnson, the screen's maniacs of monkey business who head the all-star cast of "Fifty Million Frenchmen," the Vitaphone comedy hit now at the Theatre, has had his famous laugh imitated by every audience that has seen him for the past fifteen years. Young and old alike have attempted to strike the same strange note that he reaches when registering unrestrained glee.

At Warner Bros. Studio during the filming and recording of "Fifty Million Frenchmen," the players and entire production crew tried in vain to duplicate Johnson's inevitable laugh and failed. The one and only belongs to Chic.

Even Lloyd Bacon, director of this spicy farce adapted from the Broadway stage hit, was heard to give forth a number of strange squeaks in a hopeless effort to get the Johnson giggle.

The all-star cast of "Fifty Million Frenchmen" also includes William Gaxton, Helen Broderick, John Halliday, Claudia Dell, Charles Judels, Nat Carr, Vera Gordon, Lester Crawford and others. The comedy is filmed entirely in natural colors.

"Fifty Million Frenchmen"

(Advance Story)

Riotous, uproarious and romantic is "Fifty Million Frenchmen," the Warner Bros. and Vitaphone production in Technicolor which comes to the Theatre next. It recounts the exciting chase of a young American millionaire in Paris for a beautiful girl whom he has wagered to woo and marry, inside of two weeks, and without the aid of a sou. William Gaxton plays the lover, Claudia Dell, the lady. The famous clowns, Olsen and Johnson are in the cast. Lloyd Bacon directed.

HE BELIEVED IN SANTA CLAUS

(Biography as of Jan. 15, 1931)

Until he was old enough to know better, Lester Crawford's parents told him that Santa Claus brought him into the family, for the prominent player who has a leading part in "Fifty Million Frenchmen," Warner Bros. Vitaphone Technicolor comedy special at the Theatre next, was born on one snowy December 25 in Norfolk, Massachusetts. Even when a child Crawford expressed a desire to go on the stage.

One day he took a train to New York and through the influence of Georgie Rush, obtained a theatrical job. His first part was that of a tramp with tattered clothes, bewhiskered face, and the inevitable cigar stub, in the play "Side Tracked."

His first important part came in George Ade's "Just Out Of College" in which he scored successfully and later appeared in "Puzzles of 1925" with Elsie Janis, "Vogues and Vanities," "Nifties of 1923," with Irene Bordoni in "As You Were" and others. His last Broadway appearance was in "Fifty Million Frenchmen."

Crawford is five feet, seven inches tall, weighs one hundred and forty three pounds, and has brown hair and blue eyes. He is married to Helen Broderick, who also has a prominent role in the screen production "Fifty Million Frenchmen," and played the same part in the stage version.

TWO MONKEY BUSINESS CLOWNS IN TALKIES

(Advance Story)

Olsen and Johnson, the screen's maniacs of monkey business, appear in their first all natural color picture "Fifty Million Frenchman," which comes to the Theatre next. The piece is a Warner Bros. Vitaphone comedy special adapted from the N. Y. stage hit of the same name.

REDUCE VOICE OF GIANT FOR THE TALKIES

(Current Story)

The "heavyweight voice champion" has been discovered. He is Happy Weeks, four hundred and ninety-nine pound stage and screen comedian, who has a role in Warner Bros. and Vitaphone production, "Fifty Million Frenchmen," the comedy special now at the Theatre.

Not only is Happy's avoirdupois of unusual poundage, but his recording voice possesses a heretofore unheard-of weight, according to film sound engineers. Where a screen whisper has to be amplified five or six times, Happy's resonant tones were reduced four times in order to get a normal speaking quality.

William Gaxton, Olsen and Johnson, John Halliday, Helen Broderick, Claudia Dell, Lester Crawford, Vera Gordon, Nat Carr, Charles Judels and others complete the all-star cast of "Fifty Million Frenchmen" which is adapted from the Broadway stage hit.

Lloyd Bacon directed this screen farce from the screen adaptation prepared by Joseph Jackson, Al Boasberg and Eddie Welch.

Romance of Youth is Gay Parisian Comedy

(Current Story)

Paris at its gayest is background for "Fifty Million Frenchmen" the Warner Bros. comedy which comes to the Theatre next. This whirlwind romance is based on the play which took Broadway by storm last season. In it are Olsen and Johnson, the funnymen—William Gaxton, Claudia Dell, Helen Broderick, Vera Gordon, Nat Carr, John Halliday, Lester Crawford and others. It is filmed entirely in Technicolor. "Fifty Million Frenchmen" pictures the ludicrous love-chase of a young millionaire, who has wagered to woo and wed a certain young lady in a fortnight, without a cent of money.

Mamselles Teach American Girls How To Treat 'Em

(Current Story)

French girls have it all over their American sisters in the display of temper and temperament when jilted. Girls on this side of the big pond sue for breach of promise and force their trifling swains to dip deep into the old jeans. That daughters of France have a much more direct method and one that serves the purpose admirably is revealed now at the Theatre in "Fifty Million Frenchmen," Warner Bros. Vitaphone Technicolor comedy of American innocents abroad is playing.

William Gaxton who plays the romantic comedy lead, jilts his French girl friend, Marcelle, played by Carmelita Geraghty. Instead of a breach of promise suit or any other legal means of getting even, she bounces a champagne bottle over his head and thereby firmly impresses upon him the danger of trifling.

The famous clowns Olsen and Johnson are in the cast with John Halliday, Helen Broderick, Claudia Dell, Lester Crawford, Nat Carr, Vera Gordon, Charles Judels and others. "Fifty Million Frenchmen" was adapted for the screen from the Broadway stage hit. Lloyd Bacon directed.

OLSEN AND JOHNSON FUNNY AS SLEUTHS

(Advance Story)

Olsen and Johnson, the funniest clowns of the screen, are seen in "Fifty Million Frenchmen," the Warner Bros. production in Technicolor, which comes to the Theatre next. Others in the cast are William Gaxton, Claudia Dell, Helen Broderick, Lester Crawford, Nat Carr, Vera Gordon and hundreds of supporting players. Lloyd Bacon directed.

Yesterday 7486
Brooklynites
Said "It's The
Year's Outstanding
Comedy Hit
— And 7486
Brooklynites
Can't Be Wrong
Either!



with

OLSEN & JOHNSON
William Gaxton, Claudia Dell, Helen Broderick, John Halliday and most of the original Broadway stars.

A Warner Bros. & Vitaphone All Technicolor Picture

STRAND

Cut No. 1 Cut 20c Mat 5c

Claudia Dell, Helen Broderick, John Halliday, Vera Gordon, Nat Carr Are in the Cast!

American Innocents Aboard in Paris

(Current Story)

The romantic leads in "Fifty Million Frenchmen," the Warner Bros. and Vitaphone Technicolor comedy special now at the Theatre, are portrayed by William Gaxton and Claudia Dell.

Gaxton who created the original role in the Broadway stage production of "Fifty Million Frenchmen" which ran an entire season, makes his talking picture debut in this frisky farce of Paris. However, he is not a stranger to the screen as he has appeared in a number of silent productions.

Miss Dell's blonde loveliness has graced the talking screen in such pictures as "Sweet Kitty Bellairs," "Sit Tight" and "Big Boy."

Both enact American innocents in Gay Paree in "Fifty Million Frenchmen." Olsen and Johnson, John Halliday, Helen Broderick, Lester Crawford, Charles Judels and Carmelita Geraghty are in the cast. Lloyd Bacon directed.

Ole and Chic Have No Tears in Hiding

Clowns in Warner Bros. "Fifty Million Frenchmen" at Theatre—Are Clowns at Work and Play.

(Current Story)

Clowns are usually pictured as gentlemen with tears in their eyes. But there is no laugh, clown, laugh mania about Olsen and Johnson, the screen's nuttiest nuts of nonsense. They are funny, and enjoy it, all of the time. They are perpetual comics while at work and at play.

Olsen and Johnson, who are in the cast of "Fifty Million Frenchmen," the Warner Bros. and Vitaphone Technicolor comedy production now at the Theatre, spend their off hours creating new comedy situations, thinking up funny lines, and practicing their hilarious antics on their friends. They are always laughing and always looking for fun.

William Gaxton, John Halliday, Helen Broderick, Claudia Dell, Lester Crawford, Nat Carr, Vera Gordon, Charles Judels and others complete the cast of "Fifty Million Frenchmen." The piece is adapted from the New York comedy success. Joseph Jackson, Al Boasberg and Eddie Welch are responsible for the screen play.

Lloyd Bacon directed this raucy farce.

FAMOUS RITZ BAR REPRODUCED FOR PARISIAN FILM

(Current Story)

The famous Ritz Bar in Paris, gathering place of the much-moneyed from all over the world, has been brought to the screen with all its colorful details. An exact replica of this celebrated Parisian rendezvous, to which ladies are not admitted, was built at Warner Bros. Studio for scenes of the Vitaphone Technicolor comedy special, "Fifty Million Frenchmen," which is now showing at the Theatre.

Photographs of the Ritz Bar were made by studio representatives in France and dispatched by fast mail to Hollywood. The elaborate set was constructed from these pictures. With the long and well-filled bar as the main feature of the room, there are also the familiar well tables with settees, and the small round tables in the center.

"Fifty Million Frenchmen" is adapted from the screen by Joseph Jackson from the Broadway stage hit by Herbert Field. The cast includes William Gaxton, Olsen and Johnson, John Halliday, Claudia Dell, Helen Broderick, Lester Crawford, Charles Judels, Nat Carr, Vera Gordon, Carmelita Geraghty and others.

Lloyd Bacon directed "Fifty Million Frenchmen."

Whoopee With A French Flavor!

Wine, women—and women,—the kind that fifty million Frenchmen can't be wrong about!



STRAND

Begins Tomorrow!

Warner Bros. present FIFTY MILLION FRENCHMEN

with OLSEN and JOHNSON Nuttiest Nuts of Nonsense WILLIAM GAXTON HELEN BRODERICK CLAUDIA DELL and JOHN HALLIDAY

NOT A MUSICAL COMEDY ----- but

the kind of comedy that 50 Million Americans are calling "the greatest ever filmed!"

Based on play by Herbert Fields.

Critics said it couldn't be improved on the stage. So Warner Bros. put it on the screen. All in Technicolor.

Cut No. 13 Cut 80c Mat 30c

GAY 'FIFTY MILLION FRENCHMEN' HAS AN IMPOSING CAST

(Advance Story)

One of the most imposing casts since Warner Bros. gathered almost eighty famous players in "The Show of Shows," has been assembled for the Vitaphone Technicolor comedy special, "Fifty Million Frenchmen," which comes to the Theatre next.



Claudia Dell in "Fifty Million Frenchmen"

Cut No. 20 Cut 15c Mat 5c

Several of the original stage cast and many of the screen's leading players combine to make the list of artists in this production.

William Gaxton, who scored in the Broadway play which Warner Bros. produced, is enacting the same role in the picture. Helen Broderick and Lester Crawford, also of the original footlight play, are appearing in the roles they created before the cameras and microphones.

Olsen and Johnson, famous nuts of nonsense, head the recruits from the screen in "Fifty Million Frenchmen." Claudia Dell, John Halliday, Charles Judels, Nat Carr, Vera Gordon, Carmelita Geraghty and Daisy Belmore are included in the cast.

Joseph Jackson adapted the piece from Herbert Field's play. Al Boasberg and Eddie Welch prepared the special screen dialogue. Lloyd Bacon directed.

Double of Famed Parisian Seen in French Farce

(Current Story)

Monsieur Frank, known to every Paris visitor as the famous proprietor-waiter at the Ritz Bar, has entered the movies by proxy. Monsieur Frank's double enacts the role in "Fifty Million Frenchmen," the Warner Bros. and Vitaphone Technicolor comedy special now at the Theatre.

The double is William Emile, who is a dead-ringer for Monsieur Frank, according to Jake Kiley, technical director of the picture who knows his Paris. Emile is not a novice at acting. He is French and an expert duelist. He has trained many screen stars for dueling scenes in pictures and played many such parts himself.

The cast of "Fifty Million Frenchmen" includes William Gaxton, Olsen and Johnson, John Halliday, Claudia Dell, Helen Broderick, Lester Crawford, Charles Judels, Vera Gordon, Nat Carr, Carmelita Geraghty and others.

Lloyd Bacon directed.

Lloyd Bacon Always Plays "Bit" in Films He is Directing

(Current Story)

Lloyd Bacon the well known director, who always plays a bit part in his pictures, had a hard time deciding what part to play in "Fifty Million Frenchmen," the Vitaphone Technicolor comedy special which is now at the Theatre.

Bacon's one superstition is to enact a small role in each one of his directorial efforts. No matter how

Gay Paree Scene Of Speedy French Comedy Soon Here

(Advance Story)

Fifty million Frenchmen can't be wrong—so goes the saying, but nine out of ten who use it haven't the faintest idea what it means, according to William Gaxton, who enacts a youthful American-about Paris in "Fifty Million Frenchmen," the Warner Bros. and Vitaphone Technicolor comedy special which comes to the Theatre next.

Every Frenchman believes that Paris is the center of creation and anyone seeing Paris will agree that fifty million Frenchmen can't be wrong! Paris provides the stirring background for "Fifty Million Frenchmen" in which an all-star cast appears. Among the players are William Gaxton, Olsen and Johnson, John Halliday, Claudia Dell, Charles Judels, Nat Carr, Vera Gordon, Helen Broderick, Lester Crawford and others. Joseph Jackson wrote the screen play from the Broadway original by Herbert Field. Lloyd Bacon directed.

Insignificant the part, he never passes up the opportunity. But for a long time he was unable to find a spot for himself in "Fifty Million Frenchmen." At last he succeeded. Can you find him?

William Gaxton, Olsen and Johnson, Claudia Dell, John Halliday, Charles Judels, Helen Broderick, Lester Crawford, Carmelita Geraghty, Vera Gordon, Nat Carr, Daisy Belmore and others make up the cast of "Fifty Million Frenchmen."

BELA LUGOSI WINS TALKIE PART BY VOICE REGISTRY

(Current Story)

Contrary to existing opinion, a screen actor's face is not always his fortune. This was brought out when Warner Bros. signed a well known character actor because his voice was exactly what was wanted for a role in "Fifty Million Frenchmen," the Vitaphone Technicolor comedy special in which Olsen and Johnson are featured in the all-star cast at the Theatre. His facial appearance meant nothing for his character makeup had to include heavy whiskers, making him unrecognizable to the audience.

The well known character actor is Bela Lugosi, who became famous on the stage as the creator of Count Dracula in "Dracula," and is now in the movies. Lugosi's exceptional recording voice is heard in the role of a Hindu fakir in "Fifty Million Frenchmen."

In addition to Olsen and Johnson, the cast of this frisky French farce includes William Gaxton, John Halliday, Helen Broderick, Claudia Dell, Lester Crawford, Nat Carr, Vera Gordon, Charles Judels and others. Lloyd Bacon directed this all color screen comedy which is adapted from the Broadway footlight hit of the same name.

William Gaxton, Miss Broderick and Lester Crawford were in the original stage production of "Fifty Million Frenchmen" which was one of New York's most pronounced successes, running for an entire season in one of Broadway's largest theatres.

What A Picture! What Powerful Posters To Bang It Over! Buy By The Bargain Scale!



Color Description of the 24-Sheet
 Title is yellow with an orange outline. Rest of lettering is white. The entire background is bright purple with all figures in brilliant contrasting shades.

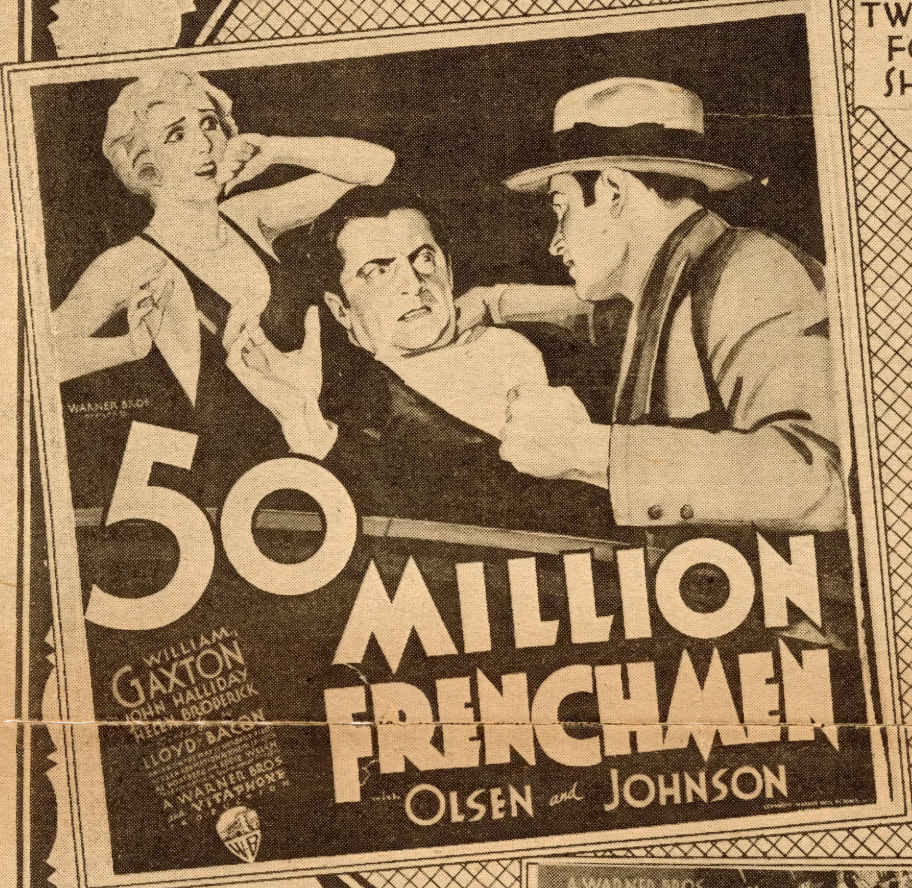
SLIDE



Sliding Scale Prices of Advertising Accessories

1-SHEETS	
1 to 50	15c each
51 to 100	13c each
Over 100	11c each
3-SHEETS	
1 to 25	40c each
Over 25	36c each
6-SHEETS	
1 to 10	75c each
11 to 20	70c each
Over 20	65c each
24-SHEETS	
Up to 25	\$2.00 each
Over 25	1.75 each
WINDOW CARDS	
1 to 50	7c each
51 to 100	6c each
Over 100	5½c each
INSERT CARDS	
1 to 25	25c each
26 to 50	22c each
51 to 100	20c each
Over 100	18c each
to make window cards	
1 to 50	11c each
51 to 100	10c each
Over 100	9c each
HERALDS	
1M to 5M	\$3.00 per M
Over 5M	2.75 per M
PHOTOS	
11 x 14 Photos (8 in set—colored)	75c a set
22 x 28 Photos (2 in set—colored)	80c a set
Slides	15c each
Stills	10c each
Press Sheets	Gratis
Music Cues	Gratis

These prices apply to U. S. only.



TWENTY FOUR SHEET



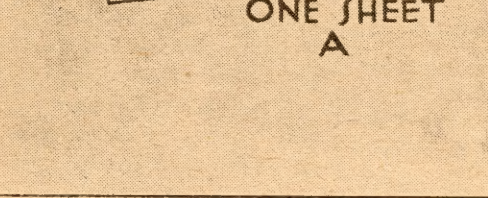
SIX SHEET



THREE SHEET B



THREE SHEET A



ONE SHEET A



ONE SHEET B

INSERT CARD



WINDOW CARD

Shorts For Your Supporting Program
LOONEY TUNES
 A musical mirth-quake in cartoon.
BELIEVE IT OR NOT
 Robert L. Ripley himself, in his sensational novelty series.
A MUSICAL SHORT
 A colossal selection of stars to choose from—every variety of musical entertainment.

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